

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1537  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency (    ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1537  
Flight Dates 10/02/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

VER 9 ISSUE ADD TO SKED LNS 193-251  
REVISED TOTAL 273,600  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*193	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2 ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
	*194	M	9A-10A	Buyline Comment: TODAY SHOW 2 ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	*195	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3 ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$250.00	10/23-10/26	4	1	4	\$1,000.00	
	*196	M	10A-11A	Buyline Comment: TODAY SHOW 3 ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	

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	*197	TU-F	11A-12P	HAMPTON ROADS SHOW Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$75.00	10/23-10/26	4	1	4	\$300.00	
	*198	M	11A-12P	HAMPTON ROADS SHOW Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
	*199	TU-F	12P-1P	NOON NEWS Buyline Comment: NOON NEWS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$125.00	10/23-10/26	4	1	4	\$500.00	
	*200	TU-F	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
	*201	M	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	*202	TU-F	2P-3P	THE DOCTORS Buyline Comment: THE DOCTORS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$75.00	10/23-10/26	4	1	4	\$300.00	

Rep Order# 6860145 Ver# 9 Status Revised  
EC'd Yes

Traffic Order#

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Printed: 10/22/2012 5:30 PM  
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	*203	M	2P-3P	THE DOCTORS	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*204	TU-F	3P-4P	MAURY POVICH	:30	\$125.00	10/23-10/26	4	1	4	\$500.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*205	M	3P-4P	MAURY POVICH	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*206	TU-F	4P-5P	ANDERSON COOPER	:30	\$175.00	10/23-10/26	4	1	4	\$700.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*207	M	4P-5P	ANDERSON COOPER	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*208	TU-F	5A-6A	EARLY AM NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								

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	*209	M	5A-6A	BUYLINE COMMENT: EARLY AM NEWS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	*210	TU-F	6A-7A	BUYLINE COMMENT: AM NEWS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$700.00	10/23-10/26	4	1	4	\$2,800.00	
	*211	M	6A-7A	BUYLINE COMMENT: AM NEWS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
	*212	TU-F	7A-9A	BUYLINE COMMENT: TODAY SHOW ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$700.00	10/23-10/26	8	1	8	\$5,600.00	
	*213	M	7A-9A	BUYLINE COMMENT: TODAY SHOW ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$700.00	10/29-10/29	2	1	2	\$1,400.00	
	*214	SA	6A-7A	BUYLINE COMMENT: SAT EARLY AM NEWS ADD TO SKED Sales Remark: V9 ADD TO SKED V9 Added	:30	\$200.00	10/27-10/27	2	1	2	\$400.00	





Rep Order#	6860145	Ver#	9	Status	Revised
EC'd	Yes				

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	*239	M	730P-8P	ACCESS HOLLYWOOD ADD TO SKED Buyline Comment: ENT THIS WEEK Sales Remark: V9 ADD TO SKED V9 Added	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
	*240	SA	7P-8P	ACCESS HOLLYWOOD ADD TO SKED Buyline Comment: ENT THIS WEEK Sales Remark: V9 ADD TO SKED V9 Added	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
	*241	M	8P-10P	THE VOICE ADD TO SKED Buyline Comment: THE VOICE Sales Remark: V9 ADD TO SKED V9 Added	:30	\$2,200.00	10/29-10/29	1	1	1	\$2,200.00	
	*242	TU	8P-9P	THE VOICE ADD TO SKED Buyline Comment: THE VOICE Sales Remark: V9 ADD TO SKED V9 Added	:30	\$2,200.00	10/23-10/23	1	1	1	\$2,200.00	
	*243	TU	9P-10P	GO ON/NEW NORMAL ADD TO SKED Buyline Comment: GO ON/NEW NORMAL Sales Remark: V9 ADD TO SKED V9 Added	:30	\$1,200.00	10/23-10/23	1	1	1	\$1,200.00	
	*244	TU	10P-11P	PARENTHOOD ADD TO SKED Buyline Comment: PARENTHOOD Sales Remark: V9 ADD TO SKED V9 Added	:30	\$1,100.00	10/23-10/23	1	1	1	\$1,100.00	

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	*245	W	8P-9P	ANIAML PRACT/GUYS WITH KIDS	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
				Buyline Comment: ANIAML PRACT/GUYS WITH KIDS								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*246	W	9P-10P	ANIAML PRACT/GUYS WITH KIDS	:30	\$1,800.00	10/24-10/24	1	1	1	\$1,800.00	
				Buyline Comment: LAW AND ORDER SVU								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*247	W	10P-11P	CHICAGO FIRE	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
				Buyline Comment: CHICAGO FIRE								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*248	TH	10P-11P	ROCK CENTER	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
				Buyline Comment: ROCK CENTER								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*249	F	8P-9P	MOCKINGBIRD LANE	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
				Buyline Comment: MOCKINGBIRD LANE								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								
	*250	F	9P-10P	GRIMM	:30	\$1,800.00	10/26-10/26	1	1	1	\$1,800.00	
				Buyline Comment: GRIMM								
				ADD TO SKED								
				Sales Remark: V9 ADD TO SKED								
				V9 Added								

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	*251	SU	815P-1130P		:30	\$2,500.00	10/28-10/28	2	1	2	\$5,000.00	

Buyline Comment: SUNDAY NIGHT FOOTBALL  
ADD TO SKED

Sales Remark: V9 ADD TO SKED  
V9 Added

---REPORT TOTALS---

Report Totals: 126 / \$68,400.00

---SALES MONTHLY TOTALS---

Oct 12: 518 / \$264,000.00    Nov 12: 19 / \$9,600.00  
Sales Totals: 537 / \$273,600.00  
Station Totals: 537 / \$273,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$855,000    CATV 0%    WAVY 32%    WGNT 3%    WPXV 0%    WTKR 14%  
WTVZ 7%    WVBT 23%    WVEC 21%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE